

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(MBHB Case No. 03-380-D)

In re the Application of:)	
)	
Rosenberg et al.)	Examiner: Jean D. Janvier
)	
Serial No.: 09/978,170)	Confirmation No.: 3931
)	
Filed: October 15, 2001)	Art Unit: 3622
)	
For: Method and System for Pause Ads)	

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Pursuant to the duty of disclosure provided by 37 C.F.R. § 1.56 and §§ 1.97-98, Applicant wishes to make of record in the above-identified application the references listed on the PTO/SB/08a and PTO/SB/08b forms submitted herewith. Applicant requests that these references be given careful consideration and that they be cited of record in the prosecution history of the present application so that they will appear on the face of the patent issuing from the present application. Pursuant to the Office's waiver of 37 C.F.R. § 1.98 (a)(2)(ii), copies of the U.S. patent documents are not enclosed.

Portions of the references may be material to the examination of the pending claims, however no such admission is intended. The references have not been reviewed in sufficient detail to make any other representation and, in particular, no representation is intended as to the relative importance of any portion of the references. This Statement is not a representation that

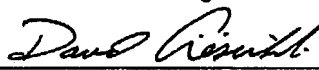
the cited references have effective dates early enough to be "prior art" within the meaning of 35 U.S.C. §§ 102-103, nor is this submission to be construed as a representation that a search has been made.

A fee of \$180 is required under 37 C.F.R. § 1.17(p) for submission of this Information Disclosure Statement. The Patent Office is hereby authorized to charge this fee and any other fees required under 37 C.F.R. §§ 1.16-1.17 to Deposit Account No. 13-2490.

Respectfully submitted,

**McDonnell, Boehnen,
Hulbert, and Berghoff LLP**

Dated: April 5, 2007

By: 
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